Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A media distribution apparatus, comprising:

a memory ~~that stores~~for storing a plurality of media data items and their respective control information;

a media distribution setting section ~~that associates~~for associating the respective control information [[and]]of the plurality of media data items with distribution priorities ~~based on classifications of~~ that correspond to a respective classification of the plurality of media data items ~~and a plurality of receiving areas associated with a plurality of bearer channels~~; and

a distributing section ~~that distributes~~ for distributing the plurality of media data items and the respective control information to ~~the plurality~~a plurality of receiving areas over different transmission distances according to the distribution priorities, ~~wherein each of the distribution priorities is assigned to~~ each of the transmission distances being associated with a different bearer channel and each of the bearer channels being associated with at least one of the plurality of receiving areas.

2. (Previously Presented) The media distribution apparatus according to claim 1, wherein the media distribution setting section assigns the distribution priorities in ascending order of a media data item using a minimum bandwidth.

3. (Previously Presented) The media distribution apparatus according to claim 1, wherein the media distribution setting section;

associates the control information and the distribution priorities, the control information comprising program control information for controlling an output form of a program comprised of the plurality of media data items in a media receiving apparatus.

4. (Previously Presented) The media distribution apparatus according to claim 3, wherein the distributing section distributes the plurality of media data items read from the storing section and the control information to the media receiving apparatus using the plurality of bearer channels.

5. (Previously Presented) The media distribution apparatus according to claim 3, wherein the media distribution setting section assigns a higher distribution priority to program control information related to a program requiring fewer kinds of media data items.

6. (Previously Presented) The media distribution apparatus according to claim 3, wherein the media distribution setting section assigns a higher distribution priority to program control information related to a program requiring only static media data items including, still images and text, than to program control information related to a program requiring continuous media data items including, audio and video data.

7. (Previously Presented) The media distribution apparatus according to claim 3, wherein, when the distribution priorities are associated with the program control information, the media distribution section sets the distribution priorities associated with the program control information equal to or lower than all of the distribution priorities associated with the plurality of media data items.

8. (Previously Presented) The media distribution apparatus according to claim 3, wherein the program control information comprises layout information for positioning the plurality of media data items included in the program on a display apparatus of the media receiving apparatus.

9. (Previously Presented) The media distribution apparatus according to claim 3, wherein the program control information comprises information about a coding method and bit rate of media data items included in the program.

10. (Previously Presented) The media distribution apparatus according to claim 3, wherein the program control information comprises a port number for distributing the program.

11. (Previously Presented) The media distribution apparatus according to claim 3, wherein:

the media distribution setting section sets the distribution priorities in a type of service field in an Internet protocol packet; and

the distribution section forms the Internet protocol packet by providing the type of service field for each media data item read from the storing section, and distributes the Internet protocol packet to the media receiving apparatus using an Internet protocol.

12. (Canceled)

13. (Currently Amended) A method in a distribution apparatus for distributing media data, the method comprising:

storing in a memory a plurality of media data items in association with respective distribution priorities based on a classification of the plurality of media data items;

associating a plurality of control information [[and]]with the distribution priorities ~~for a plurality of media data items based on classifications of the plurality of media data items and a plurality of receiving areas associated with a plurality of bearer channels~~; and

distributing the plurality of media data items read from ~~a memory~~the memory and the control information to ~~the plurality~~a plurality of receiving areas over different transmission distances according to the distribution priorities, ~~wherein each of the distribution priorities is assigned to~~each of the transmission distances being associated with a different bearer channel and each of the bearer channels being associated with at least one of the plurality of receiving areas.

14. (Canceled)